



Tobacco Company

G.N. KURUC, JR.  
Chain Accounts Manager

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January 26, 1993

**To: All Wakefern Members and Member Groups**

**Subject: WORTH Cigarettes**

**Dear Members:**

**R. J. Reynolds Tobacco Company's Forsyth Division has entered into an agreement with Wakefern to manufacture a cigarette brand specifically for and exclusive to Shop Rite.**

**Listed below are details regarding this new item:**

- o **Brand:** WORTH
- o **Availability Date:** Immediate
- o **Brand Styles:** WORTH Full Flavor King  
WORTH Full Flavor 100's  
WORTH Light King  
WORTH Light 100's  
WORTH Light Menthol King  
WORTH Light Menthol 100's  
WORTH Ultra Light 100's
- o **Retail Pricing:** Priced to sell at lowest state minimum retails in all Shop Rite trading areas:  
Example: New Jersey  
Kings \$ 11.84  
100's \$ 12.12
- o **Retail Allowance:** Wakefern will pay a distribution allowance to each member store for each carton of WORTH purchased. The amount of the allowance will be disclosed by Wakefern.

"We work for smokers."

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o In-Store Display: WORTH can be displayed in stores in one of two areas:

1. Separate "special" WORTH floor display with pricer.
2. RJR space on the Savings Brand Section of RJR merchandisers.

o Sales Support: RJR's Field Sales Force will support all sales, and in-store advertising.

**WORTH was designed for Shop Rite. Your customers can not purchase this brand in any other retail location. It is priced right to capture the consumer interested in purchasing a quality low cost brand.**

**Your support in the marketing of this new brand is greatly appreciated.**

G. N. Kuruc, Jr.

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Account Scroll - M03

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Terr	Rte	Acct	CC	Name	Address	City
122801	165	402710	K04	SHOP RITE 294	727 MORRIS TURNPIKE	SPRINGFIELD
122801	223	402722	K04	SHOP RITE 284	SHONPIKE RD & SOUTH	CHATHAM
122801	340	402719	K04	SHOP RITE 235	184 COLUMBIA TPK	FLORHAM PARK
122801	410	402707	K04	SHOP RITE 298	220 MAIN STREET	MILLBURN
122801	970	402698	K03	VILLAGE SHOP RITE296	PROSPECT AVENUE	WEST ORANGE
122802	065	083850	K03	VILLAGE SHOPRITE 447	RT 206 & AMWELL AVE	HILLSBOROUGH
122802	440	246296	K02	SHOP-RITE #552	1306 CENTENNIAL AVE	PISCATAWAY
122803	978	402702	K03	SHOP RITE 245	9 SOUTH ORANGE AVE.	SOUTH ORANGE
122803	979	770934	C13	SHOP RITE LIQUORS#17	25 VOSE AVENUE	SOUTH ORANGE
122804	401	402830	K02	SHOPRITE 403	1184 RARITAN ROAD	CLARK
122804	722	773928	K02	CARTERET SHOPRITE	CARTERET S/C	CARTERET
122805	016	544856	K02	SITAR SHOPRITE	CONVERY BLVD	PERTH AMBOY
122805	625	465275	K04	VILLAGE SHOP-RITE	865 WEST GRAND AVE.	ELIZABETH
122806	395	402491	K04	VILLAGE SP RITE#433	ROUTE 57 &	WASHINGTON
122806	555	344056	K02	SHOP-RITE	RT. 31 & HALSTEAD S	CLINTON

NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts  
PF1 = Account Selection Menu PF2 = Begin of Acct Group

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Terr	Rte	Acct	CC	Name	Address	City	
-	122806	725	402526	K02	COLALILLOS SHOP RITE	ROUTE 202-31	FLEMINGTON
-	122807	053	402870	K02	SHOP-RITE #525	ROUTES 1 & 9	WOODBRIDGE
-	122807	191	402805	K02	SHOPRITE #513	1665 OAK TREE RD.	EDISON
-	122807	217	402797	K02	SHOP-RITE 573	RT. 1 & OLD POST RD	EDISON
-	122808	236	771634	K04	SHOP-RITE 453	RT 202/MORRISTOWN R	BERNARDSVILLE
-	122808	237	477935	K04	SHOP-RITE ANNEX	RT 202/MORRISTOWN R	BERNARDSVILLE
-	122808	293	402748	K02	SHOP RITE 443	VALLEY RD & POPULAR	STIRLING
-	122809	065	401398	C04	ROMANOS S.RITE LIQUO	127 MAIN STREET	HACKETTSTOWN
-	122809	135	771753	K04	SHOP-RITE	ROUTE 57 &	HACKETTSTOWN
-	122809	205	402759	K02	ROMANO SHOP-RITE	ROUTE #10	SUCCASUNNA
-	122809	207	639621	A04	SHOP RITE LIQUOR	ROUTE #10	SUCCASUNNA
-	122809	370	402757	K04	SHOP-RITE 273	RT 206 & MAPLE AVE.	CHESTER
-	122809	590	639586	K04	SHOPRITE 259	RT 10 & 202	MORRIS PLAINS
-	122809	687	771754	K03	SHOP-RITE 216	NEW MORRIS STREET &	MORRISTOWN
-	122810	075	402841	K02	SHOP-RITE 261	LIBERTY & MORRIS AV UNION	

NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts  
PF1 = Account Selection Menu PF2 = Begin of Acct Group

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Terr	Rte	Acct	CC	Name	Address	City	
-	122861	018	556797	D52	SITAR SHOPRITE	CONVERY PLAZA	PERTH AMBOY
-	122861	200	970333	K04	CONSOLIDATED	2124 MORRIS AVE	UNION
-	122861	240	534601	K04	RONETCO	MORRIS CANAL PLAZA	LEDGEWOOD

NOTE: 'X' Accts to View Detail, 'A' in Top Acct to view all Selected Accts  
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